



December 2006

## Letter from the Presidents of the International Coach Federation Switzerland

Dear ICF Swiss Members,

An eventful year comes to its end. We hope you have also enjoyed a successful year. For many of us it has also been a busy year. We share with you some of our ICF Switzerland news.

### ICF Event on 13 November 2006 at the Hotel Widder, Zurich



Forty-six people – coaches and corporate representatives – participated in this coaching awareness event. The panel of speakers included representatives of Swiss Re and Swiss Post as well as coaches from ICF Switzerland. For more than an hour, they discussed questions like, “What role does coaching play in companies? How are successful coaching engagements measured?” Following the presentations, many attendees took the opportunity to direct questions to the panel members. These questions

stimulated a great deal of interest around the subject of coaching and its relevance in today’s business world. It was also encouraging to see how many business cards were exchanged during the stand-up dinner which followed. All in all, it was a successful event. Watch for our next events in 2007.

### New Chapter Leader in the Ticino

Welcome to Mariagiovanna Bordogna, who is our new ICF Chapter Leader in Ticino. Mariagiovanna has her own coaching practice in Lugano and works in the Ticino area and neighboring Italy. Her first challenge will be to develop an active network of professional coaches. Mariagiovanna brings energy and a passion for coaching to this position. We warmly welcome her!

## New coaching book available



Last week, a brand new book in German came on the market, “Coaching Verkaufen” – provokative Denkanstöße für Coaches”: a book that lives up to its title. Eugen W. Schmid, an ICF Switzerland member of many years’ standing, explains in his work how coaches can be more customer- and market-orientated in a purpose-driven way. Many coaches are either not aware enough of both their roles as market participant and sales representative of their know-how, or they take the view that the unique quality of their service will sell by itself. This can have a fatal effect on their success. Eugen passes on a lot of personal and business advice.

As a long-standing member of the board of directors of Credit Suisse, responsible for management development on an international level, Eugen knows the customer side very well. We highly recommend this book – even to those of you whose coaching business is thriving. (ISBN 3-280-05217-3).

## Holiday Dinner 2006

Our traditional Holiday dinner will be held on 13 December 2006, at 6.30 pm in Zurich at the Restaurant Neumarkt, Neumarkt 5, 8001 Zurich. To join us, please sign up on our homepage: <http://www.coachfederation.ch/html/zurich.html>.

We look forward to welcome as many of you as possible. We will also take this opportunity to offer you an aperitif.

## Your ICF Switzerland Executive Board

We members of the executive board set a goal for 2007 to collaborate even more closely and, above all, to cooperate more efficiently as a team to **bring more benefits to you, our member coaches**. To help meet this goal, we accepted an offer from Best Year Yet® (BYY) organization to support us in our team development. This is a pilot project for nonprofit organizations – and is offered to us without cost. We kickoff our BYY process with a one-day workshop in February 2007.

## We are Growing!

By the end of November we numbered 116 members in ICF Switzerland. In total more than 190 international ICF members currently reside in Switzerland. This represents a record number of Swiss member coaches of which we can be proud!

On behalf of the entire board of ICF Switzerland, we wish you a joyful Holiday Season and good health and much success in 2007.

With love and peace,

**Virginia Williams & Frank Schellenberg**  
Co-Presidents, ICF Switzerland